

**AMENDMENTS TO THE CLAIMS**

**This listing of claims will replace all prior versions and listings of claims in the application:**

**LISTING OF CLAIMS:**

1. (Currently amended): An advertisement information providing system comprising:
  - a store apparatus in a store which sends a request to provide advertisement information;
  - an advertisement providing apparatus for managing the advertisement information requested by the store apparatus, the advertisement information comprising a store identification number assigned for the store corresponding to latitude and longitude information associated with the store;
  - a mobile unit used by a user; and
  - a navigation device for guiding the mobile unit,wherein the advertisement providing apparatus comprises:
  - a provider for providing the advertisement information for the user; and
  - a receiver for receiving an arrival notification signal sent from the navigation device,wherein the navigation device comprises:
  - an input section for inputting the advertisement information;
  - a guide section for guiding a mobile unit to the corresponding store based on the advertisement information; and
  - a first transmitter for transmitting the arrival notification signal to the

advertisement providing apparatus when the mobile unit arrives at a location in a predetermined area containing the store, the arrival notification signal including information based on the store identification number,

wherein the store apparatus processes a billing signal transmitted by the advertisement providing apparatus based on a user visit identified by the transmitted arrival notification signal.

2. (Previously presented): The advertisement information providing system as claimed in claim 1, wherein the store identification number in the advertisement information contains geometrical position information of the store.

3. (Previously presented): The advertisement information providing system as claimed in claim 2, wherein the navigation device further comprises an extraction section for extracting geometrical position information from the advertisement information, and wherein

the guide section guides the mobile unit based on the geometrical position information extracted by the extraction section.

4. (Previously presented): The advertisement information providing system as claimed in claim 1, wherein the store identification number in the advertisement information contains a code number assigned uniquely to the advertisement providing apparatus.

5. (Previously presented): The advertisement information providing system as claimed in claim 4, wherein the navigation device further comprises an extraction section for extracting the code number from the advertisement information, and

wherein the first transmitter sends the arrival notification signal to the advertisement providing apparatus corresponding to the extracted code number based on the code number.

6. (Previously presented): The advertisement information providing system as claimed in claim 1 wherein the provider in the advertisement providing apparatus provides advertising information in a paper medium.

7. (Original): The advertisement information providing system as claimed in claim 1 wherein the provider in the advertisement providing apparatus is an advertisement information terminal storing the advertisement information.

8. (Previously presented): The advertisement information providing system as claimed in claim 7, further comprising a portable information terminal for inputting the advertisement information, the portable information terminal comprising:

an acquisition section for acquiring the advertisement information from the advertisement information terminal; and

a second transmitter for transmitting the advertisement information to the navigation device.

9. (Previously presented): The advertisement information providing system as claimed in claim 8, wherein the store apparatus comprises a first electronic payment section and a third transmitter;

the portable information terminal comprises a second electronic payment section; and  
when the first electronic payment section in the store apparatus and the second electronic payment section in the portable information terminal communicate with each other for conducting electronic payment, one of the third transmitter of the store apparatus and the second transmitter of the portable information terminal sends a purchase notification signal to the advertisement providing apparatus.

10. (Canceled).

11. (Previously presented): A navigation device for guiding a mobile unit based on advertisement information published by an advertisement providing apparatus for managing the advertisement information requested by a store apparatus in a store, the advertisement information comprising a store identification number assigned for the store corresponding to latitude and longitude information associated with the store, the navigation terminal comprising:

an input section for inputting the advertisement information;  
a guide section for guiding a mobile unit to a corresponding store based on the advertisement information; and  
a transmitter for transmitting an arrival notification signal to the advertisement providing

apparatus when the mobile unit arrives at a location in a predetermined area containing the store, the arrival notification signal including information based on the store identification number, the store apparatus processing a billing signal transmitted by the advertisement providing apparatus based on a user visit identified by the transmitted arrival notification signal.

12. (Previously presented): The navigation device as claimed in claim 11 wherein the advertisement information comprises only the store identification number assigned for the store .

13. (Previously presented): The navigation device as claimed in claim 12 further comprising an extraction section for extracting the geometrical position information from the store identification number,

wherein the guide section guides the mobile unit based on the geometrical position information in the store identification number.

14. (Previously presented): The navigation device as claimed in claim 12 further comprising an extraction section for extracting the geometrical position information from the advertisement information,

wherein the guide section guides the mobile unit based on the geometrical position information in the store identification number.

15-16. (Canceled).

17. (Previously presented): A record medium storing a program to be executed in a navigation device, the program comprising:

guiding a mobile unit to a store based on identification information in advertisement information published by an advertisement providing apparatus for managing the advertisement information requested by a store apparatus in a store, the advertisement information comprising a store identification number assigned for the store corresponding to latitude and longitude information associated with the store; and

transmitting an arrival notification signal to the advertisement providing apparatus when the mobile unit arrives at a location in a predetermined area containing the store, the arrival notification signal including information based on the store identification number, the store apparatus processing a billing signal transmitted by the advertisement providing apparatus based on a user visit identified by the transmitted arrival notification signal.

18. (Original): The record medium as claimed in claim 17, the program further comprising:

terminating the program when the arrival notification signal is sent in the sending step.

19-28. (Canceled).

29. (Currently amended): An information terminal used with an advertisement information providing system, the information terminal comprising:

a guide section which guides a mobile unit used by a user to an advertisement object  
location of a store having a store apparatus based on advertisement information provided by an  
advertisement providing apparatus; and

a visit data transmitter for transmitting to the advertisement providing apparatus  
distributing the advertisement information actual visit data obtained from an advertisement  
object location when the mobile unit arrives at a location in a predetermined geographic range  
containing the advertisement object location as guided by the guide section,

wherein the actual visit data is based on the advertisement information provided by the  
advertisement providing apparatus, and

wherein the store apparatus processes a billing signal transmitted by the advertisement  
providing apparatus based on the transmitted actual visit data.

30. (Previously presented): The information terminal as claimed in claim 29, further  
comprising an advertisement showing section for displaying the provided advertisement  
information on a screen or audibly communicating the provided advertisement information,  
wherein

the visit data transmitter transmits advertisement providing data indicating that the  
corresponding advertisement information has been provided by the advertisement showing  
section to the advertisement providing apparatus together with the actual visit data.

31. (Previously presented): The information terminal as claimed in claim 29, wherein the guide section sets a route based on the advertisement information and guides the mobile unit into the advertisement object location.

32. (Previously presented): The information terminal as claimed in claim 29, wherein the visit data transmission section transmits position data when the mobile unit arrives at a location in the predetermined geographic range containing the advertisement object location to the advertisement providing apparatus together with the actual visit data.

33. (Previously presented): The information terminal as claimed in claim 29, further comprising a portable memory card attachable to and detachable from the information terminal, the portable memory for recording the actual visit data,

wherein when the memory card on which the actual visit data is recorded is attached to the information terminal, the actual visit data transmitter transmits the visit data to the advertisement providing apparatus.

34. (Previously presented): The information terminal as claimed in claim 29, further comprising a data input section for entering an advertisement object code obtained from the advertisement object as the actual visit data,

wherein when the advertisement object code is entered, the visit data transmitter transmits position data to the advertisement providing apparatus together with the advertisement



object code.

35. (Canceled).

36. (Currently amended): An advertisement information providing system comprising:  
a store apparatus which sends a request to provide an advertisement information;  
an advertisement providing apparatus for providing the advertisement information;  
a mobile unit used by a user; and  
an information terminal for guiding the mobile unit into an advertisement object location  
based on the provided advertisement information,

wherein the advertisement providing apparatus comprises:

|        a billing section;

an advertisement distribution section for distributing advertisement  
information; and

a receiver for receiving a signal transmitted from the information terminal,

wherein the information terminal comprises:

a guide section for guiding the mobile unit into the advertisement object  
location based on the distributed advertisement information; and

a visit data transmission section for transmitting to the advertisement  
providing apparatus distributing the advertisement information actual visit data, when  
the mobile unit arrives at a location in a predetermined geographic range containing

the advertisement object location as guided by the guide section,  
wherein the billing section requests an advertisement client of the  
advertisement object to pay an introduction fee when the advertisement providing  
apparatus receives the actual visit data from the information terminal,  
wherein the actual visit data is based on the advertisement information  
provided by the advertisement providing apparatus.

37. (Canceled).

38. (Previously presented): The advertisement information providing system as claimed  
in claim 36, wherein the advertisement providing apparatus further comprises:

a bonus giving section, if the advertisement providing apparatus receives the actual visit  
data from the information terminal, for giving a bonus to a user of the information terminal as the  
user provides the actual visit data.

39. (Previously presented): The advertisement information providing system as claimed  
in claim 36, further comprising an advertisement client apparatus managed by an advertisement  
client of the advertisement object,

wherein the advertisement client apparatus comprises a visit data transmitter for sending  
the actual visit data to a portable memory card attachable to and detachable from the information  
terminal for recording the actual visit data,

when the memory card on which the actual visit data is recorded is attached to the information terminal, the visit data transmission section of the information terminal transmits the actual visit data to the advertisement providing apparatus.

40. (Previously presented): The advertisement information providing system as claimed in claim 36, further comprising an advertisement client apparatus managed by an advertisement client of the advertisement object,

wherein the advertisement client apparatus comprises:

a visit data issuing section for issuing an advertisement object code containing information concerning at least either of the advertisement object and the advertisement itself as the actual visit data,

the information terminal further comprises a data input section for entering the issued advertisement object code.

41-44. (Canceled).